



Congxi Wang

Marketing Assistant

An independent and self-motivated graduate student in communication with various working experiences. Involved in communication research, content creation, and two-year practice in fashion retail.

✉ cw3392@rit.edu

☎ (585) 363 0379

📍 Rochester, United States

WORK EXPERIENCE

Graduate Research Assistant

Rochester Institute of Technology

01/2017 – Present

Rochester, NY

Assist professors with conduction of research project.

- Coding, interview transcript, data collecting.
- Annotated related research articles

PR Intern

Ketchum

07/2015-10/2015

Beijing, China

Digital content creation for Emirates Airline and TSL Jewelry

- Involved in designing Emirates Airline's social media campaigns: #Bethere#, "AFC", etc.
- Brainstormed PR ideas and helped to pitch new potential client—Kolon Sport and iHerb.com
- Composed monthly report and weekly clipping report

Hotel Manager Assistant

Summer Villa Resort

06/2017 – 07/2017

Siem Reap, Cambodia

- Setting up the social media account for the villa.
- Training receptionist and serving customers
- Designing menu and helping to collect customer feedbacks

Key Holder

American Apparel

04/2014 – 05/2016

Beijing, China

- Responsible for store operation, includes check-out, serving customers, inventory control.
- Assisted store manager in sales team management and making sales strategies.
- Worked with the marketing department, shot photos of our employees' dressing, or new styles in store, then posted on Instagram and Weibo.

Marketing Executive Assistant

National Geographic

06/2014 – 10/2014

Beijing, China

Event and administration support.

- Rendered assistance in the advertisements layout in periodicals, aggregation of advertising contracts, and revenue statistics of ads revenues.
- Registered, and arranged copyright contract of periodicals and books.
- Took charge of attendance record, meeting arrangements, etc.

Intern Editor

LINKCHIC.COM of Modern Media Company

06/2013—09/2013

Beijing, China

- Searched for various fashion items according to new trends of the season, or specific topics we created weekly.
- Linked relevant products to the website and took charge of copywriting.

EDUCATIONAL BACKGROUND

Master of Science, Communication & Media Tech

Rochester Institute of Technology

08/2016 - 07/2018

Rochester, NY

Overall GPA: 3.35

Bachelor of Art, Editing & Publishing

Beijing Institute of Graphic Communication

09/2011—07/2015

Beijing, China

Overall GPA: 3.28

PROJECTS / THESIS

Master Thesis: *Online Crime News and Self-Defensive Behavior in China*

01/2017 - Present

- My study means to understand how exposure to negative news influence people's perceptions about safety and trust then causing individuals' self-defensive behavior.
- A quantitative method was used to collect people's opinion on public safety and measure the crime news exposure.

Co-produced a Documentary about Poets' Life

07/2015 — 09/2015

- Interpreted the survival status of modern poets by recording the life of several renowned poets in Beijing
- Responsible for choosing shooting content, designing shooting angles and ideas as well as interviewing poets.

Independent Creative Design of Publications Book Entitled *Jessa's Taste and Life*

11/2013 — 02/2014

- Created and completed a book independently by using InDesign and Photoshop and printed it into a book which was showcased on the College Students' Science Festival
- Reinforced the data processing ability and designing capability throughout the material collection and editing

Newspaper Layout Design Project

07/2013 — 08/2013

- Achieved two editions of newspaper layouts centering around two distinctive styles using InDesign

Cofound BIGC's WeChat Official Account

05/2013 — 06/2013

- Managed the platform for two weeks with three classmates and created four original posts weekly
- Took charge of composing headline news and interactive investigation columns, discussing other topics selection
- Developed and improved the functions of WeChat, such as first introducing video links and original texts' links as well as adding the function of auto-reply
- Added 200 New Followers within two weeks and a heated debate was aroused by the essays we wrote

SKILLS

SPSS

InDesign

Excel

PowerPoint

Research

Social Media

Customer Service

EXTRACURRICULAR

Cheerleader

Beijing Institute of Graphic Communication

09/2013 — 05/2014

- Set up school's first cheer team and recruited 12 dance-loving members.
- Responsible for cheerleading team organization, rehearsals throughout various performances in the middle of sports meetings, basketball games, and other activities

Minister, Girls' Ministry of Student Union

Beijing Institute of Graphic Communication

09/2012 — 09/2013

- Planned and organized activities concerned about females, including Girls' Day, Campus Flea market
- Designed monthly posters for girls' dormitory, introducing good events in town and recent activities on campus.
- Participated in organizing galas of Mid-Autumn Day and New Year's Day.
- Managed BIGC's Etiquette Team to support school events.

VOLUNTEER EXPERIENCE

Student Volunteer

Blackville Community Development Corporation

03/2017

Blackville, South Carolina

- Supported local community by doing hands-on work including landscaping, revitalizing a historic cemetery, doing yardwork for elderly residents, participating in local government discussions, etc.
- Fundraised for the trip to Blackville, raising the awareness of community service on campus.

Exhibition Assistant

China International Golf Fair

03/2014

Beijing, China

- Set up and decorated exhibition stands, introduced golf products to the visitors as well as handed out small gifts